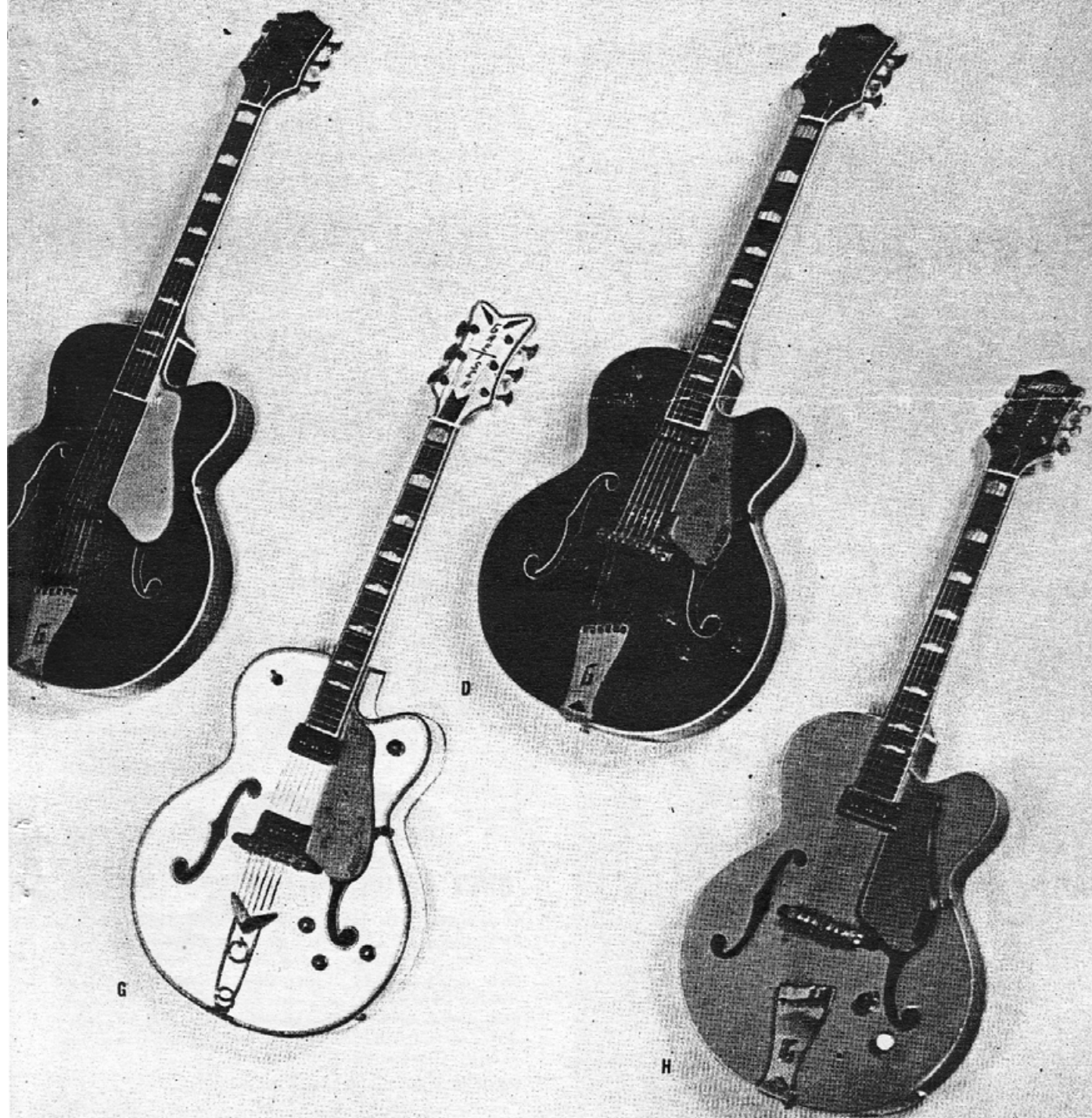


# GUITARS FOR MODERNS BY Gretsch

COPYRIGHT 1955, THE FRED. GRETSCHE MFG. CO.



**CHET ATKINS** with his thumb pick and his four fingers plays in his inimitable 'modern-country' style to produce a tone that delights the listener. It's so tasteful, so melodic, so enhanced by Chet's own clever improvisations! Every Chet Atkins appearance, whether in person or on T-V (you should see and hear his reception at Grand Ol' Opry!) and every new album he cuts for RCA Victor, wins new admirers to swell the vast army of Chet Atkins fans.



## CHET ATKINS ELECTRIC GUITARS by GRETSCH

Chet Atkins' own ideas combine with Gretsch 'know how' to produce these two truly distinctive guitars. For real country-style tone, for exceptional playing convenience and comfort, and for regular he-man good looks, it's mighty hard to match them—*anywhere*! In both models you find every one of these important construction features:

- Deep cut-away bodies for easy fingering of the entire scale;
- Twin, built-in Gretsch-Dynasonic pickups (no others come even close for sensitivity, fidelity, and power) with five controls, including two-way, finger-tip switch to cut out either pickup or combine them—*instantly*;
- Built-in Vibrato tailpiece for exciting tonal effects; single tones or full chords sustain with beautiful tremolo under manipulation of the lever;
- Metal bridge saddle and nut, perfect for real cowboy and country-style tone;
- Special thin-gauge strings;
- Chet Atkins-designed shorter scale;
- Oval rosewood fingerboard with pearl positions engraved in Western motifs, on fast-playing Gretsch 'Miracle Neck';
- Individual machines with slip-proof metal buttons;
- Metal parts heavily gold plated.

### CHET ATKINS SOLID BODY GUITAR

Compact 13½" body and neck of selected brown mahogany, hand polished finish. The slim 'Miracle Neck' joining at the 16th fret and the deep cutaway help you get those highs in brilliant fashion. Western style decorations including carved saddle leather body binding and shoulder strap. For ultra-fine tone projection and sustaining power, this is your guitar! (Illustration "A")

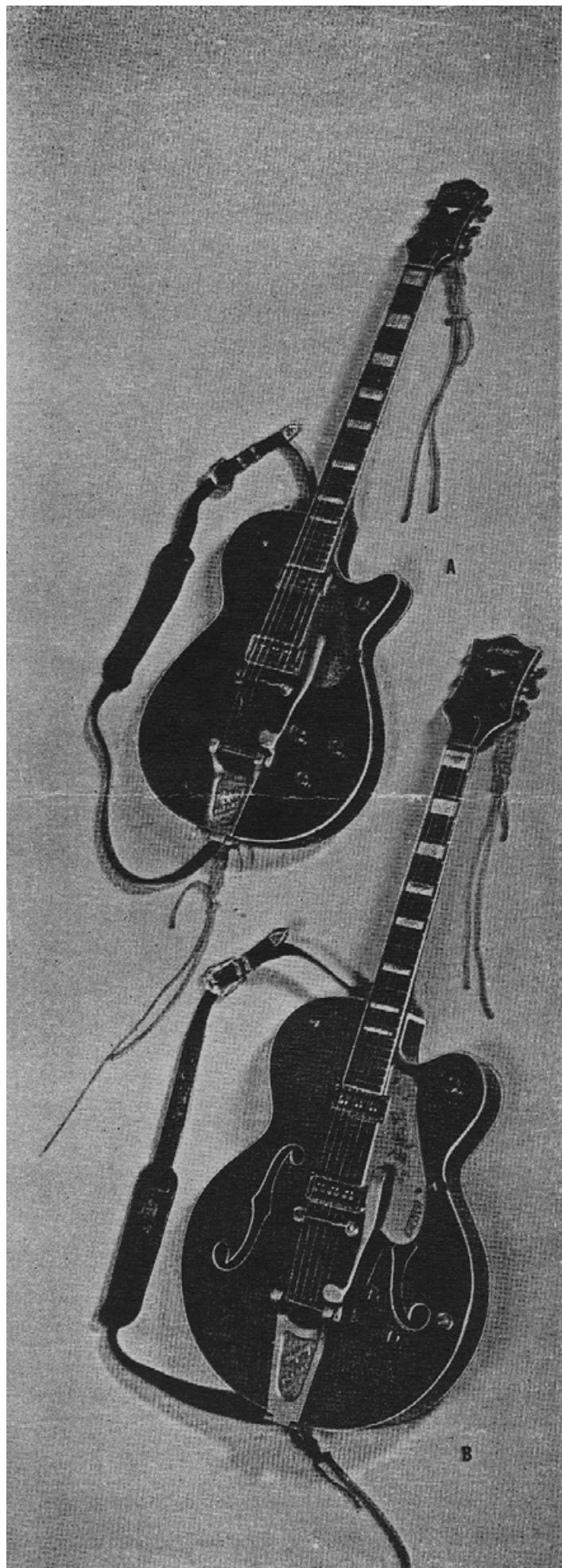
**PX6121**—Chet Atkins Solid Body Electric  
Guitar .....\$385.00

### CHET ATKINS HOLLOW BODY GUITAR

Conventional style but a little narrower (15½") and a little thinner (2¾") to give you that Gretsch new look, new feel, new playing comfort. Body and neck are choice curly maple finished Western-style in amber-red, highly polished by hand. The neck joins at the 14th fret. Complete with carved saddle leather shoulder strap. Here's a wonderful combination of mellow tone with brilliance when you want it! (Illustration "B")

**PX6120**—Chet Atkins Hollow Body Electric  
Guitar .....\$385.00

(See Page 16 for Chet Atkins Guitar Cases.)



# WHAT'S NEW IN GUITARS?

*It's the New Look, the New Feel, and the New Tone  
of these fast, easy-playing GRETSCH GUITARS*

*.... says Jimmie Webster*

"One look at these new Gretsch Guitars", says Jimmie. "will tell you why musicians all over the country are raving about them. What you can't see, though, is the terrific new feel they have, that's going to help you play faster and easier, with fuller, richer tone.


"Whether you play hillbilly, jazz, 'progressive', or just plain 'strum an' sing', there's a Gretsch Guitar for you, with all the wonderful features that make Gretsch Guitars sound so good.

"For instance, every Gretsch Guitar has the slim Miracle Neck that lets you play longer without tiring your hands. And every Gretsch electric guitar features the super-sensitive Gretsch-Dynasonic pick-up that amplifies tone while keeping its true, natural sound.

"If you play hillbilly, you'll go for the new Western models with the rugged country style look. And if you're 'progressive', well, just listen to the Country Club Guitar with its velvety tone and unusual resonance.

"Take it from me—you can't buy a better-looking, better-sounding, better-playing guitar than a GRETSCH.

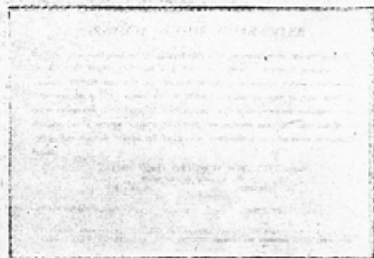
"And don't forget to check the new GRETSCH ELECTROMATIC Amplifiers on Pages 14 and 15. They team up wonderfully with Gretsch Electric Guitars to produce the absolute tops in tone."



JIMMIE WEBSTER, well known to guitarists from coast to coast and acclaimed for his revolutionary "Touch System" of playing. This Gretsch ambassador extraordinary travels the whole U.S.A. spreading the gospel of those Great Gretsch Guitars. Watch for him and meet him personally when he comes to your town.

## THIS GRETSCH GUARANTEE PROTECTS YOU

You can't lose when you invest in a Gretsch Guitar. As long as you own it this iron-clad, written guarantee assures you against any defect of workmanship or material—ever! And standing back of that guarantee is the 73-year Gretsch record of honorable, generous recognition of all valid claims.

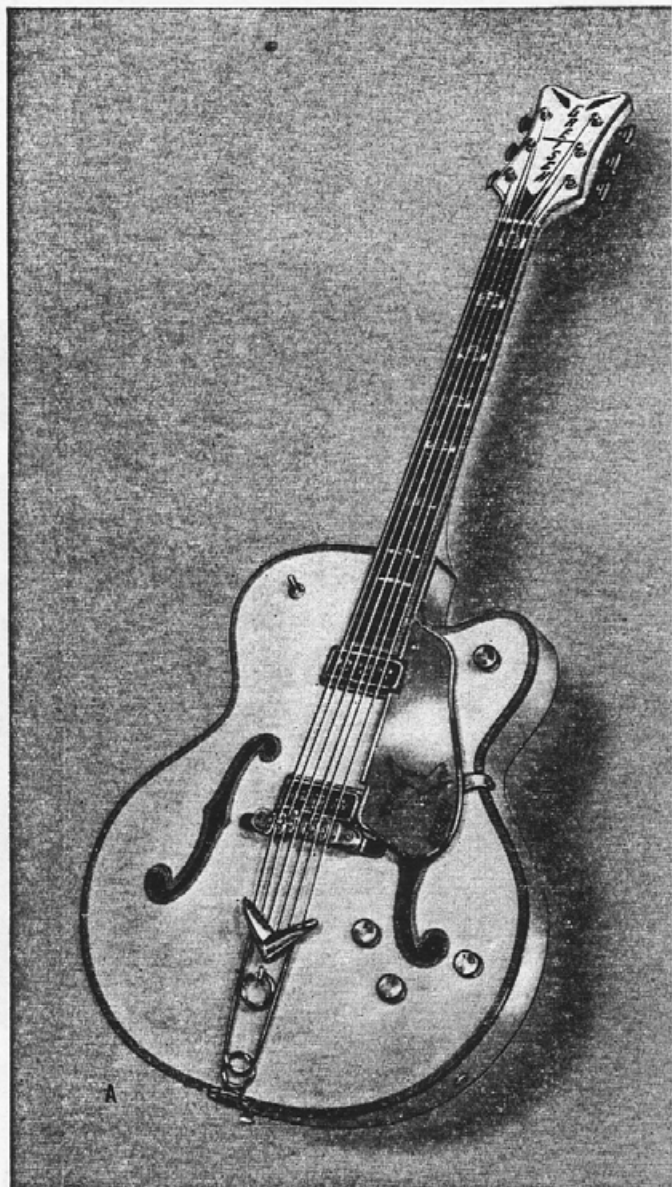




**AL CAIOLA** versatile staff guitarist at CBS (New York) and heard every week on the Arthur Godfrey Show, on Toast of the Town and on other big-time shows. To guitar players and guitar lovers a new Al Caiola RCA Victor Album is always hot news. He plays the Gretsch Country Club Electric Electromatic.

## ENJOY THE THRILL OF PEAK TONE-PROJECTION IN ELECTRIC GUITAR!

Sit down with one of these new Gretsch twin-pickup models and explore the rich tonal resources it has in store for you. Featuring the famous Gretsch-Dynasonic pickups with individually adjustable magnets to give you perfect balance on all six strings. There's nothing to equal them for power, sensitivity and fidelity of tone. Teamed up with these magnificent pickups are the five Gretsch-engineered controls to give you not only the absolute tops in sound but also an infinite range of tonal effects. You regulate the volume from either pickup separately—then the 'tone-mix' of both playing together. In a split second you tune out either pickup at will or tune them both in. The smooth-curve bass-treble control helps you still further in achieving the exact sound to best suit your own distinctive playing style. You can't even begin to realize how fine, how responsive electric guitar can be till you've tried a Gretsch!



## GRETSCH "WHITE FALCON" TWIN PICKUP ELECTRIC GUITAR

(A) Cost was never considered in the planning of this guitar. We were building an instrument for the artist-player whose calibre justifies and demands the utmost in striking beauty, luxurious styling, and peak tonal performance and who is willing to pay the price. This beauty is 17" body width and in the new thin model that's so comfortable to play. It is finished in gleaming white with gold sparkle binding on F-holes, body edges and fingerboard. Choicest spruce top and maple for the body and neck; finest Madagascar ebony fingerboard with pearl positions, engraved and inlaid in gold. Unique hand-made tailpiece of tasteful modern design. Grover precision 16-to-1 ratio machines for hair-line tuning. Twin Gretsch-Dynasonic pickups with five Gretsch controls to make them even more effective. All metal parts heavily plated in 24-K gold. The finest guitar we know how to make—and what a beauty!

PX6136—Gretsch "White Falcon" Electric  
Guitar .....\$600.00



**MARY OSBORNE** plays a full schedule of TV and Radio starting each weekday morning on the Jack Sterling Hour, CBS (New York). Her modern guitar work and unique singing style rate mighty high with New Yorkers. She plays the Gretsch "White Falcon" and the Gretsch "Country Club" in Cadillac Green, and tells the world how good they are!



## GRETSCH "COUNTRY CLUB" TWIN PICKUP ELECTRIC GUITAR

For the progressive jazz guitarist looking for the best there is in tonal resonance and response combined with the new look and wonderful new feel that make playing a pleasure. Built in the new Gretsch 'thin model' with the slim, tireless-playing Gretsch 'Miracle Neck'. Full arched body, 17" wide, with cutaway; body edges and F-holes bound in black-and-ivory. Curly maple throughout, finished in choicest lacquer, polished by hand to flashing brilliance. Rosewood fingerboard with pearl positions, black-and-ivory bound. Twin Gretsch-Dynasonic pickups and the five Gretsch controls that give such superb tonal variations and effects. Grover deluxe 16-to-1 ratio individual covered machines. All metal parts heavily plated in 24-K gold.

**PX6192**—Gretsch "Country Club" Guitar in dark brown lacquer shaded to golden amber sunbursts.....**\$385.00**

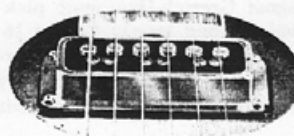
**PX6193**—Gretsch "Country Club" Guitar in clear, natural finish, extra choice grain.....**\$400.00**

**PX6196**—Gretsch "Country Club" Guitar in spectacular Cadillac Green. (Shown in full color on the cover of this catalog—See Illustration D).....**\$395.00**

**TOMMY KAY**, staff guitarist WABC (New York). Formerly with Jimmy Dorsey, Shep Fields and Raymond Scott orchestras. Versatile stylist, he plays the Gretsch "Country Club" model in all his TV, radio and recording work.



## GRETSCH-DYNASONIC PICKUP



with its six individually adjustable magnets give perfect tonal balance combined with unequalled power and sensitivity.

What's even more important, it delivers true, natural guitar tone at all levels of amplification. There's nothing else to match it!



## GRETSCH "CORVETTE" SPANISH ELECTRIC GUITAR

A favorite model, featuring the superb amplification of the Gretsch-Dynasonic pickup with its individually adjustable magnets (unsurpassed for power and sensitivity) plus the playing speed and comfort of the Gretsch 'Miracle Neck'. Full arched, super-auditorium model (16" body width) in selected spruce and maple, finished in lustrous hand polished lacquer. Body edges double bound in ivory plastic. Individual machines. All metal parts, including the large, knurled volume and tone controls, are polished chrome. Complete with rubber covered AC cable.

**X6182**—Gretsch "Corvette" Electric Spanish Guitar in dark brown shaded to amber.....**\$147.50**

**X6183**—The same guitar but in clear natural finish .....**\$157.50**

**X6184**—The same guitar but finished in brilliant 'Jaguar Tan' (See it in full color on the cover of this book) .....**\$157.50**

## THE VERSATILE "CONVERTIBLE" GRETSCH ELECTRIC GUITAR

Play it electric or play it acoustic and get top tone either way. That's because instead of being built-in, the Gretsch-Dynasonic pickup of this guitar is suspended clear of the top to allow full, free vibration. Full, arched, 17" body with cutaway; Gretsch slim, fast playing neck. Close-grained choice spruce top; selected rock-maple body and neck. This is a showman's guitar, finished in smart modern style with lotus ivory top and copper mist body and neck. Other features include: Over-size Lucite guard plate mounting the adjustable magnet Gretsch-Dynasonic pickup and the control knobs (volume and tone); Grover 16-to-1 ratio individual, covered machines. Rosewood fingerboard with pearl position markers. Metal parts heavily gold plated. (See it in full color on back cover of this book.)

**No. X6199**—Gretsch 'Convertible' Electric Cut-Away Guitar in Lotus Ivory and Copper Mist.....**\$295.00**

*Also available on special order in shaded finish.*





# **MUNDELL LOWE**

Staff guitarist at WRCA, New York and one of RCA Victor's most talented jazz personalities. His background includes the Benny Goodman, Sauter-Finegan and Jan Savitt bands, the Kate Smith Show. Plays Gretsch, praises Gretsch!

## **THE GRETSCHE "STREAMLINER" ELECTRIC GUITAR**

With its new looks, new feel, new playing comfort, plus its amazing tone production, this new Gretsch model has become a prime favorite with professionals and students alike. The cut-away body (16" width) is extra thin—feels so nice under your arm! And, of course, there's the slim, fast 'Miracle Neck' to further enhance your playing pleasure. The built-in Gretsch-Dynasonic pickup with individually adjustable magnets yields a tone of incomparable power and fidelity; two large knurled metal knobs operate the smooth-curve tone and volume controls. The body and neck are selected rock maple; fingerboard is rosewood and inlaid with large pearl position markers; body and fingerboard double bound with ivory celluloid; entire instrument highly polished by hand. Individual machines with metal buttons. All metal parts chrome plated and polished. Complete with rubber covered AC cable with jack.

**PX6189\***—The 'Streamliner', with Bamboo Yellow Top and Copper Mist Body and Neck.....**\$240.00**

**PX6190**—The 'Streamliner' in conventional dark brown shaded to amber.....**\$235.00**

**PX6191**—The 'Streamliner' in clear, natural finish.....**\$245.00**

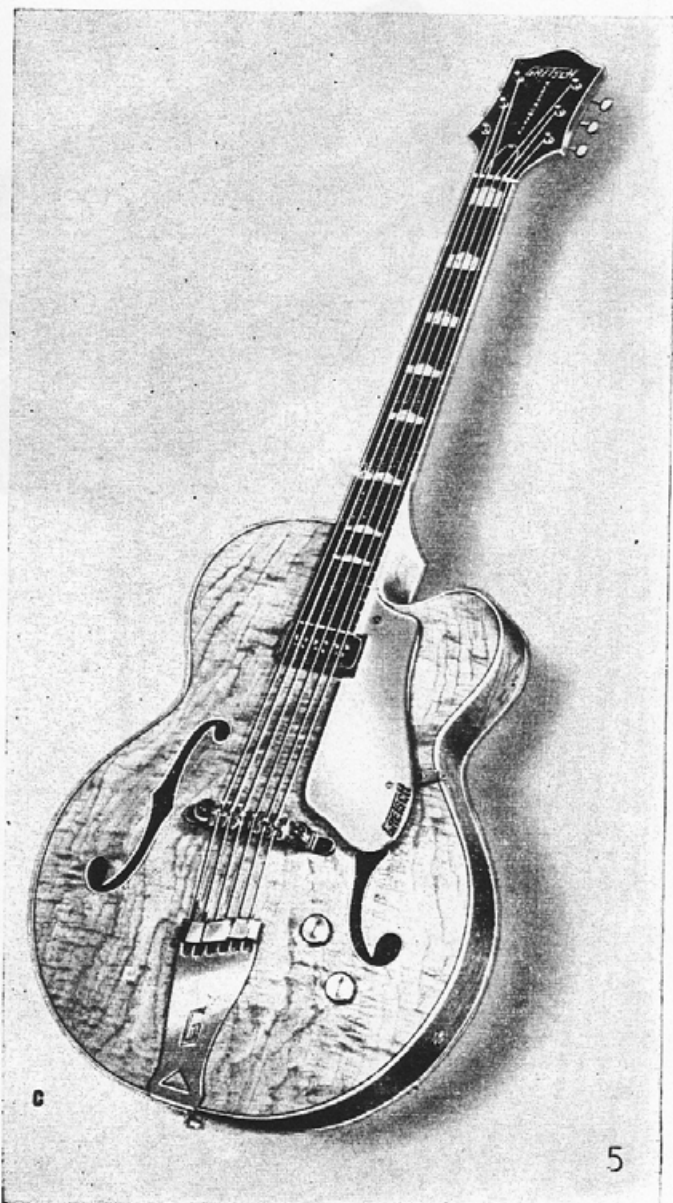
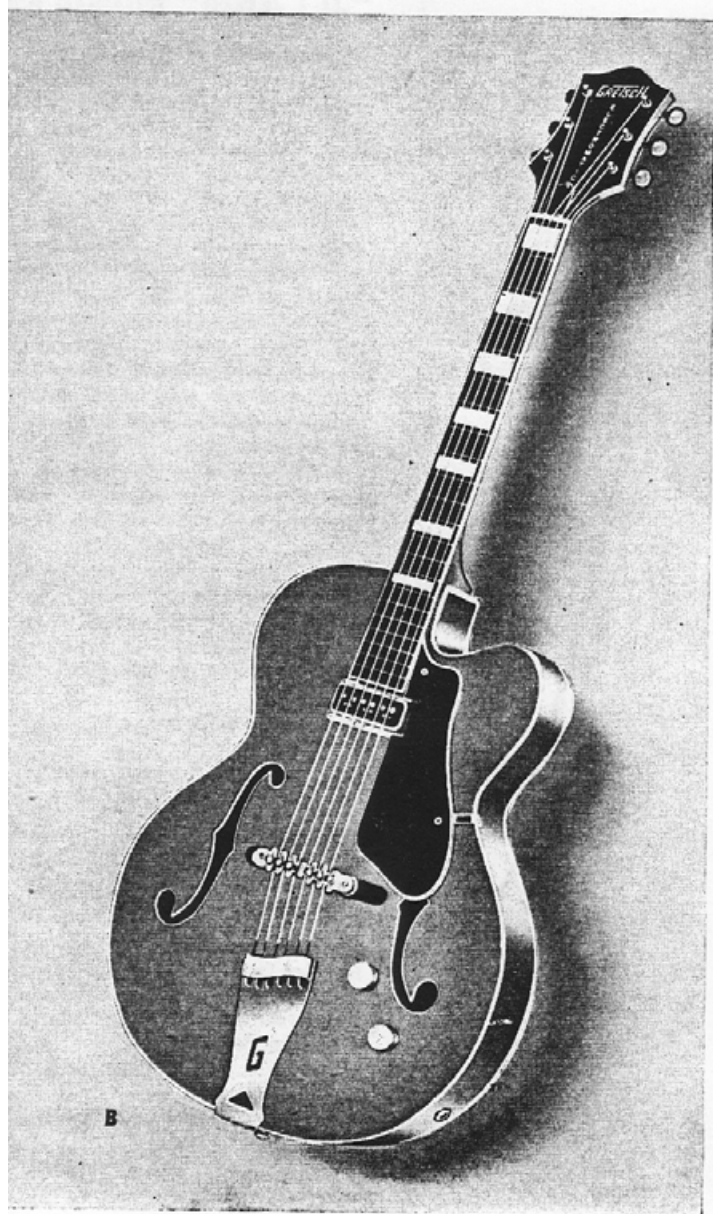
\*Shown in full color (Illustration H) on the cover of this book. Also available, on special order, in brilliant 'Jaguar Tan' as pictured below.

**PX6189—GRETSCHE "STREAMLINER" \$240.00**

Shown Below in Brilliant Jaguar Tan

**PX6191—GRETSCHE "STREAMLINER" \$245.00**

Shown Below in Clear Natural Finish



## GRETSCH HAWAIIAN ELECTRIC GUITARS

### Offer Important Advantages to Both Professionals and Students

GRETSCH advanced electronic engineering endows these new guitars with distinguished power, quality and fidelity of tone along with unfailing performance. 'Smooth-curve' controls contribute further to their efficiency of tone production. Tasteful, modern styling in all models, enhanced by flawless finish, provide the pleasing stage-values so important to every player, amateur as well as professional. These are fine musical instruments and look the part! Solidly built from finest hardwoods with finishing details in enduring plastic and chrome plating for the metal parts, you can count on utmost durability and lasting good looks.

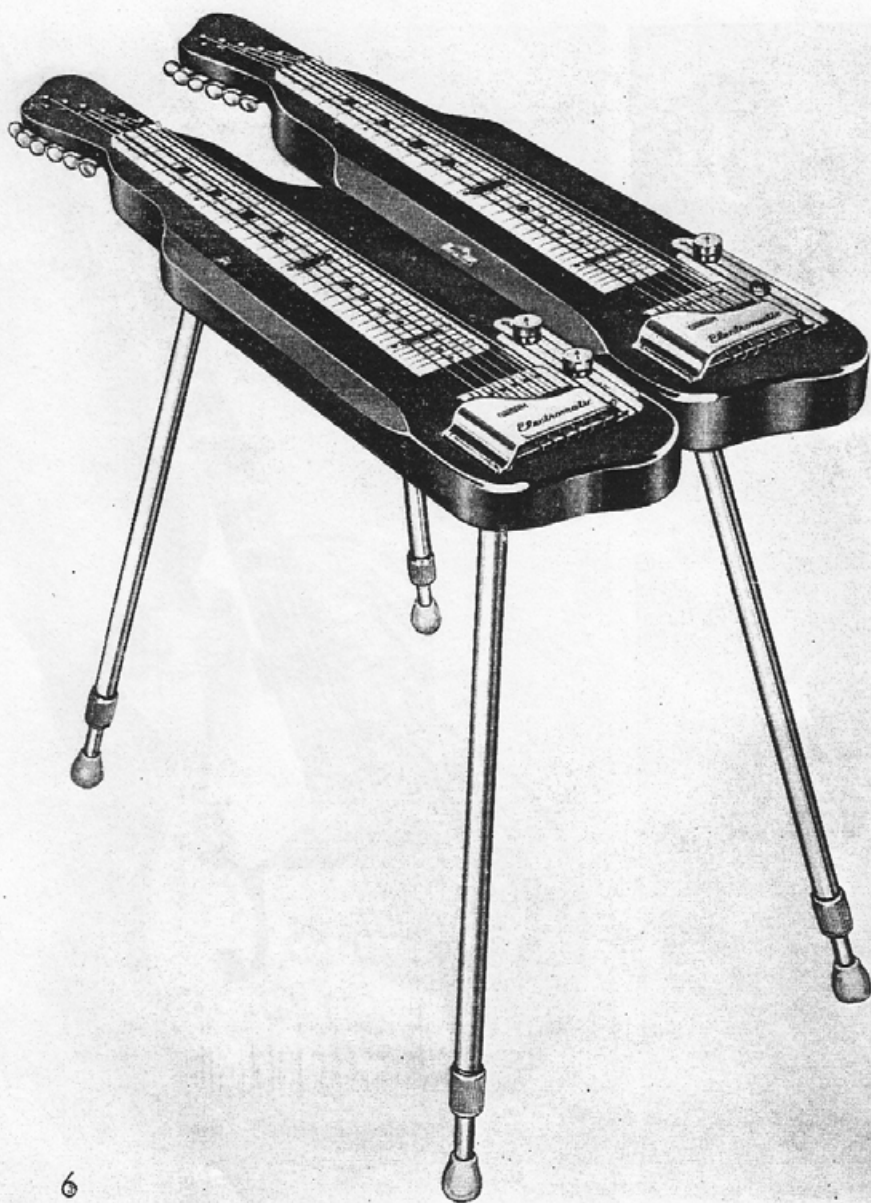
### GRETSCH "JET TWIN" CONSOLE

Deluxe double neck Hawaiian Electric Guitar in modern console style, featuring superb tone and impressive versatility of voice. Twin 6-string fingerboards (the rear one elevated for greater playing convenience) play singly or in combination at will, providing a wide range of tunings. New design individual patent heads have the buttons all facing the player thus affording fast, easy, accurate tuning. Twin Alnico-5 permanent magnetic pickups with individual adjustment for each string. Built of fine hardwood covered in gleaming jet-black plastic. Fingerboards are Lucite with modernistic position markers. 'Smooth-curve' volume and bass-treble controls and selective three-way fingerboard switch, each actuated by large, knurled metal knob. Metal, hand-rest tailpiece covers. Metal parts polished chrome plated. Complete with 7-foot, full shielded extension cord.

**6148**—"Jet Twin" Hawaiian Electric Console Guitar, without legs. .... Each **\$175.00**

**6148L**—"Jet Twin" Hawaiian Electric Guitar with four polished chrome plated metal legs, adjustable to sitting or standing position. .... Each **\$214.50**

**6140**—Deluxe plush lined case for "Jet-Twin" guitar. Solid veneer construction covered in handsome scuff-proof fabric-textured material. Has compartment for legs. .... Each **\$41.50**



## GRETSCH "JET MAINLINER"

(A) Deluxe full-professional 6-string Hawaiian Electric Guitar with hardwood body in super-modernistic design, finished in gleaming jet black plastic with transparent Lucite fingerboard and chrome-plated metal control knobs. Polished, non-tarnishing solid aluminum control plate and hand-rest type covered tailpiece. Alnico-5 permanent magnetic pickup with individual string adjustment yields a tone of delightful quality which can be balanced to perfection. Smooth-curve volume and bass-treble controls. 7-foot full shielded extension cord. In appearance and playing performance this guitar meets every need of the professional artist.

(A) 6147—"Jet Mainliner" 6-String Electric Hawaiian guitar ..... Each **\$87.50**

6139—Deluxe, plush lined, 3-ply veneer case for No. 6147 guitar. Covered in handsome scuff-proof material in pleasing fabric texture. Ends are bound in dark alligator grain with white piped interior edges..... Each **\$22.50**

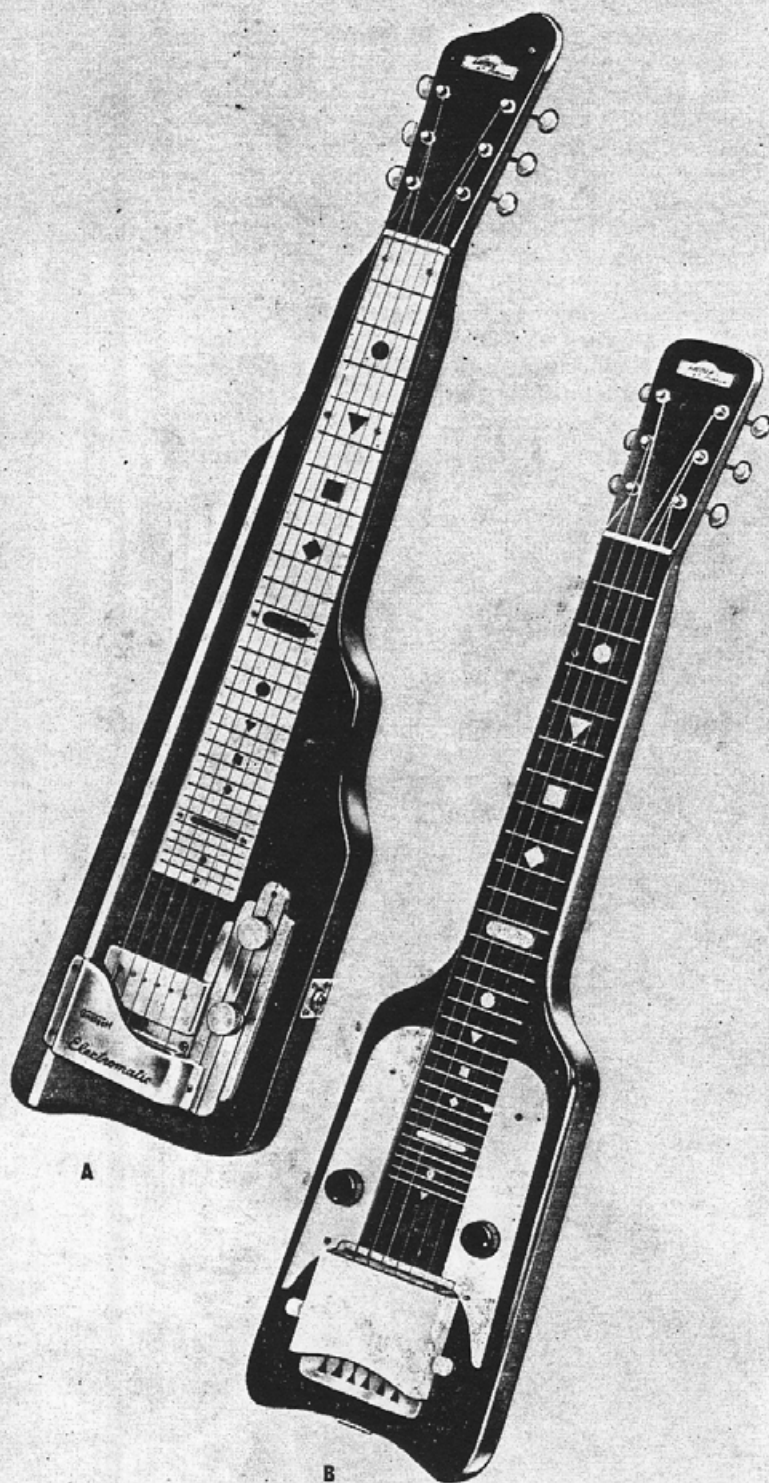
## GRETSCH "JET AIRLINER"

(B) For the part-time professional or the student we offer this streamlined 6-string Hawaiian Electric in polished jet black plastic, with tonal and playing qualities unusual at the price. Ivory plastic fingerboard and hand-rest type tail piece cover give interesting contrast. Superior pickup with individual string adjustment. Smooth-curve bass-treble volume control. Complete with 7-foot, shielded extension cord.

(B) 6145—Gretsch "Jet Airliner" 6-String Electric Hawaiian guitar..... Each **\$65.00**

6138—Case for No. 6145. Full 3-ply veneer body covered in fabric textured scuff-proof material. Flannel lined ..... Each **\$10.00**

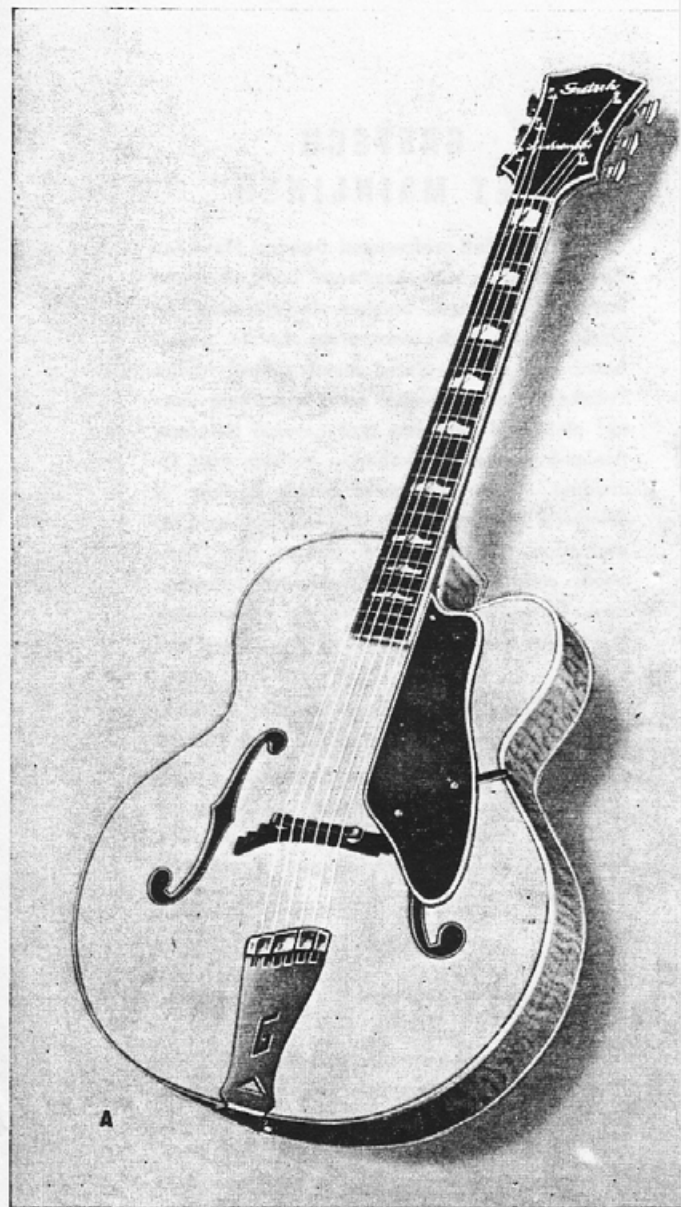
**For GRETSCH "ELECTROMATIC" AMPLIFIERS, see Pages 14 and 15. Engineered for 100% Performance with Gretsch Electric Hawaiian Guitars—**



## GRETSCH CUSTOM-BUILT ARCHED TOP GUITARS

land made throughout, the product of highly skilled craftsmen, long experienced in the making of fine instruments. For the backs of these guitars we use beautiful 'fiddle back' maple carved from the solid slab. For thin tops we use choice, close-grained spruce carved from the slab and graduated for tone like a master-made violin. The necks are curly maple of beautiful grain, modeled in the slim Gretsch 'Miracle Neck' design which means maximum playing speed and comfort. Ten separate stages of finishing process and the use of finest lacquers assure lasting lustre to their highly polished wood surfaces while their metal parts are 24-K gold plated.

Delivery 60 to 90 days after receipt of order.



## GRETSCH "FLEETWOOD" 17" CUT-AWAY GUITAR

Matchless playing ease. Superb tone! Distinguished beauty! And the slim Gretsch "Miracle Neck" means faster action, easier fingering. The Gretsch cut-away brings the high notes within easy reach for brilliant effects. Made of choice curly maple and spruce, carved and hand graduated; finished in lustrous lacquers and highly polished. Finest Madagascar ebony fingerboard inlaid with large pearl position markers. Body edges, fingerboard and F-holes full bound in black-and-ivory plastic. Top quality fittings including Grover 16-to-1 ratio machines for hair-line tuning. Metal parts are heavily plated in 24-K gold.

**X6038**—Gretsch "Fleetwood" custom-built 17" cutaway guitar in rich dark brown shaded to golden amber sunbursts. (See Illustration at the left) **\$475.00**

**X6039**—Gretsch "Fleetwood" in clear, natural finish. (See Illustration A) **\$490.00**



## GRETSCH "ELDORADO" CUSTOM BUILT 18" GUITAR

Big! Beautiful! Superb tone quality and power to meet every top professional requirement! And all this *plus* the speed and comfort of Gretsch "Miracle Neck" construction. Extra choice curly maple in the body and neck; prime mountain spruce of choicest grain for the top; finest Madagascar ebony fingerboard inlaid with large pearl position markers. Finished in finest lacquers polished by hand to brilliant lustre. Body edges, fingerboard and F-holes full bound in compound black-and-ivory with gold sparkle inlay. Deluxe hardware including Grover 16-to-1 ratio machines. Metal parts heavily plated in 24-K gold. Custom-built to order.

**X6040**—Gretsch "Eldorado" 18" guitar in rich brown shaded to golden amber sunbursts. (See Illustration B above) .....**\$475.00**

**X6041**—Gretsch "Eldorado" 18" guitar in clear natural finish. (See Illustration C above) .....**\$490.00**

**If you want your Gretsch "Eldorado" to be built 'cut-away' style add \$75.00 to the price. And be sure to specify it in your order.**



*SAL SALVADOR formerly featured by Stan Kenton and other big-time bands and now heading his own group, playing New York's top clubs. Records for Blue Note and Capitol. Widely known for his modern, progressive playing style. Plays Gretsch guitar exclusively.*

## GRETSCH "CONSTELLATION" ARCHED TOP 17" CUT-AWAY GUITAR

The Gretsch 'cut-away' feature facilitating the fingering of the high notes, plus the matchless playing speed and comfort of the ultra-slim Gretsch 'Miracle Neck', will delight any guitarist. And all this *plus* superb tone and beauty of appearance. Curly maple body of beautiful grain and choice, straight, close grained spruce

top; rosewood fingerboard with large pearl position markers. Body edges, fingerboard, and F-holes bound in black-and-ivory. Finest quality hardware, including Grover deluxe 16-to-1 machines for extra-accurate tuning. The wood parts are finished in choice lacquers polished by hand to high lustre. Metal parts are heavily plated in 24-K gold.

**X6030**—Gretsch "Constellation" 17" cut-away guitar in dark brown shaded to warm amber sunbursts. Metal parts 24-K gold plated. Shown in full color (Illustration C) on the cover of this catalog.....Each **\$250.00**

**X6031**—Gretsch "Constellation" 17-inch body, cut-away guitar, finished in clear natural finish, emphasizing the beautiful grain of the superb woods used in the construction of this instrument. ....Each **\$260.00**





## GRETSCH "CORSAIR 16" BODY GUITAR

Full arched top and back (body width 16") with Gretsch slim "Miracle Neck"—so restful and comfortable to play! With its fine tone and playing convenience it is a practical choice for both solo and rhythm. Body and neck of fine rock maple; the top is resonant straight grained spruce. Rosewood fingerboard with large position markers. Body edges and fingerboard bound in ivory plastic. Finished throughout in finest lacquers highly polished by hand. Individual tuning machines with ivory plastic buttons; chrome plated tailpiece.

**X6014**—Gretsch "Corsair" 16" arched body guitar in rich dark brown shaded to golden amber sunbursts.

.....Each **\$140.00**

**X6015**—Gretsch "Corsair" guitar in clear natural finish; extra choice grain.....Each **\$150.00**

**X6016**—Gretsch "Corsair" guitar in new Bordeaux-Burgundy finish (shown in full color on the cover of this catalog—see Illustration B).....Each **\$150.00**



## GRETSCH "NEW YORKER" ARCHED BODY GUITAR

A favorite model with students but also bought for a stand-by instrument by many professionals because of its excellent tone and easy playing action. Super-auditorium size (16" body) with rock maple back, sides and slim, easy-playing 3-piece built-up, steel truss rod reinforced neck, and selected spruce top. Finished in highly polished dark walnut lacquer shaded in the top to golden brown sunburst. Body edges full bound in ivory celluloid; fast-action rosewood fingerboard; polished plastic-ebony headpiece engraved in white. Nickel plated metal parts including modernistic fluted tailpiece.

**No. X6050**—Gretsch NEW YORKER Orchestra Guitar .....Each **\$99.00**

## GRETSCH GRAND CONCERT FLAT TOP GUITAR

Rich bass tones and clear singing highs make this model a prime favorite for both solo playing and voice accompaniment. Ideal for the vocalist-guitarist because of the pleasing blend of its tone with the singer's voice. Grand concert size (body width 14 $\frac{1}{4}$ " ) with choice Honduras mahogany body and neck in dark rosewood finish; close grained natural finished spruce top. Hand polished. Body edges double bound in plastic ivory. Rosewood oval fingerboard; tortoise celluloid guardplate. Individual machines. Fast playing, slim Gretsch "Miracle Neck," steel truss-rod reinforced joining at the 14th fret.

**X6003**—Gretsch Grand Concert flat top guitar.  
.....Each **\$100.00**



## "TOWN AND COUNTRY" JUMBO FLAT TOP GUITAR

Its extra large (17" body width) and extra deep body give it marvelous depth and power of tone. Wonderfully effective for rhythm 'push' and deep bass in country-style and cowboy bands as well as vocal accompaniment. Selected rock maple neck, sides and slightly arched back, finished in rich dark brown shaded to amber sunbursts. Flat top of resonant straight grained spruce in light natural color. Body edges and fingerboard full bound in black-and-ivory plastic. Individual tuning machines. Note particularly the unique, adjustable rosewood bridge which permits easy regulation of the playing action. **X6021**—Gretsch "Town and Country" jumbo flat top professional guitar. ....Each **\$175.00**



## GRETSCH "RANCHER" JUMBO FLAT TOP GUITAR

A spectacular model in real, he-man, outdoor Western finish with powerful appeal for Hill-Billy and Cowboy bands. Extra deep, extra large (17" body width) with a depth and power of tone to match. Finest rock-maple body and neck, close grained mountain spruce top, finished over all in golden red and highly polished by hand. Body edges, fingerboard and soundhole bound in black-and-ivory plastic. Rosewood fingerboard inlaid with pearl positions engraved in Western motifs. Rosewood attached bridge with adjustable feature to permit regulation of the playing action. Tooled saddle leather shoulder strap with stone-set buckle and knurled strap attachment studs. Individual tuning machines with polished metal buttons. Metal parts heavily plated with 24-K gold. **X6022**—Gretsch "Rancher" Jumbo flat top guitar in Western finish.....\$200.00

See this guitar in full color on the cover of this catalog (Illustration E)



**MARTHA CARSON** big favorite on 'Grand Ole Opry' and widely known for her big selling recordings of folk and sacred songs. Formerly with Renfro Valley Barn Dance (Ky.) and WSB Barn Dance (Atlanta). A Gretsch artist.



**"THUMBS" CARLISLE** featured with Jimmy Dickens and the Country Boys, Station WSM (Nashville, Tenn.). Plays Gretsch "Round Up" in his own distinctive style. When you see him play you'll understand his nickname.



**'RED RIVER DAVE'** (Dave McEnery) perennial favorite of TV, Radio, Film and Stage. Equally famous as a composer and recording artist. A Gretsch guitar booster for years—and one of the all-time cowboy stars.



**WHITEY CARSON** from Dallas, Texas, has appeared on 'Grand Ole Opry.' Also played his own 'Carson Corral' TV show on WGN (Chicago) and the Boston (Mass.) Rodeo. Plays his own specially built Gretsch Jumbo flat top.

# GRETSCH "ELECTROMATIC"

## "ELECTROMATIC TWIN" AMPLIFIER



Compact, powerful twin-speaker plus tweeter and built-in tremolo, offering tonal performance, dependability and easy portability, quite unusual at the price. Two heavy-duty oval speakers (11" x 6") synchronized for balanced reproduction to assure peak performance. Additional tweeter with its own tone outlet gives extra brilliancy. Improved chassis with 6 preferred type tubes; true out-put, 14-Watts; Built-in tremolo with foot pedal control and speed regulator; Three instrument inputs; two are regular full-range channels and one is brilliant treble channel for radio and recording; Smooth-curve volume and tone controls; Heavy-duty AC switch plus handy "Stand-By" switch which turns off the sound but keeps circuit warm; Safety fuse holder; Jewel pilot light; Slender, modern styled cabinet in scuff-proof, fabric textured covering with smart 'wrap around' grille (not shown in the picture); leather handle; A special cabinet feature is the heavy reinforcing band which eliminates all sympathetic vibrations allowing full-power output; 9-foot rubber covered, AC extension cord with plug.

No. 6161—Gretsch "Electromatic Twin" Amplifier in charcoal gray, silver flake covering.....Each **\$160.00**

No. 6169—Gretsch "Electromatic Twin" Amplifier in Western finish (See Page 16).....Each **\$175.00**

No. 6422—Mackintosh Cover (open end) with plastic bound seams for Nos. 6161 and 6169 amplifiers.....Each **\$8.25**



## ELECTROMATIC "HI-FI" AMPLIFIER

This new, scientifically balanced amplifier—the product of two years of engineering research and experiment—provides an entirely fresh and exciting experience for the string artist and his listeners. Its tone-color variations will astonish you. In Hi-Fi position alone there is an essentially flat curve from 60 to 20,000 cycles. And with the wide range of additional bass and treble boost and extenuation, with the separate controls for each range, you get any combination of tone color you want—such as bright, sharp high treble in combination with full, mellow bass, and infinitely more effects. SPECIFICATIONS: 10-tube, split chassis for smooth, undistorted power output of 30-Watts; Four separate speakers—2 tweeters and 2 woofers, the latter wide-range, heavy duty Jensen 12-inch Concert type for maximum load; Polished chrome control panel, set high for easy adjustment; Separate wide-range Bass and Treble boost controls for tone-color separation; 2-position range selector for wide-scope fidelity control—Normal, Hi-Fi, and Ultra Brilliant which emphasizes the extreme highs to give a 'presence' even greater than Hi-Fi; AC toggle on-and-off switch; also 'stand-by' toggle switch; Five in-input channels, two in Channel 1, three in Channel 2, each channel with its own volume regulation; Safety fuse container; Super-Jewel pilot light; Sturdy cabinet with 3/4" lock corners and special cross-bracings to eliminate electronics. Covered in two-tone scuff-proof fabric textured charcoal gray material. Heavy protective grille screen; oversize carry handle in polished chrome; cushioned feet; 9-foot rubber covered AC extension cord, and unbreakable rubber AC plug.

No. 6166—Gretsch Electromatic "HI-FI" Amplifier.....**\$485.00**

No. 6424—Mackintosh Cover for No. 6166 Amplifier; plastic bound seams, open bottom .....**\$ 12.00**

## PICK-UPS AND OTHER ACCESSORIES FOR ELECTRIC GUITAR

For 60-Cycle 110-115 Volt AC only.

6175—DeArmond Microphone Model FHC with volume control for F-Hole, arched top guitars; with cord and jack.....Each **\$29.50**

6174—DeArmond Microphone Model FHCL. Like No. 6175 but set up for left hand players. With cord and jack.....Each **\$37.50**

6176—DeArmond Microphone Model RHC with volume control for round sound-hole, flat top guitars. With cord and jack.....Each **\$29.50**

6173—DeArmond "Rhythm Chief" Microphone for F-hole guitar. Has volume control, tone compensator and rhythm switch. For greater volume, less distortion. With cord and jack.....Each **\$38.50**

6181—DeArmond Pedal Control. Produces smooth crescendos and special effects with DeArmond or built-in amp tremolos. Complete with extension cord and plug-in jack.....Each **\$22.50**

6180—DeArmond "Tremtrol." Combining the DeArmond tremolo and pedal control in one efficient unit. Tremolo speed control. With cord and plug-in jack.....Each **\$55.00**

6195—Amperite "Kontakt" Microphone. Model SKH. Attaches without tools. With volume control, cord, and plug-in jack.....Each **\$19.50**

6171—Rubber covered 12-foot extension cord with two, fully shielded plug-in jacks.....Each **\$5.50**

# AMPLIFIERS

## "ELECTROMATIC DELUXE" AMPLIFIER



Ultra-modern styled with the new 'wrap-around' grille (not shown in the picture) you find in so many smart new radios and record players. It is longer, lower and more slender, too, for easier carrying. Its newly engineered circuit packs more power and fidelity of tone; its 15" Jensen heavy duty speaker will handle any instrumental grouping, including accordion for which it is especially engineered. Built-in tremolo, with pedal control.

The sturdy 3-ply cabinet is covered in rich, fabric-textured charcoal gray material, scuff-proof, waterproof, and just about wear proof; removable back panel; super-comfort chrome plated carry handle. Control panel (top-mounted for playing ease) provides 3 instrument in-puts—regular guitar, electric accordion, and solo (brilliant) guitar, plus one microphone in-put with its own circuit. Controls include instrument volume and bass-treble controls and separate microphone control. Jewel-type pilot light; safety fuse holder. Shock-mounted chassis with 6 premium tubes, including two 6 L6H in push pull and one dual-purpose, giving 20-25 Watts true output without hum or distortion. 9-ft. rubber covered AC cord included.

No. 6163—Gretsch 'Electromatic Deluxe' Amplifier.....\$250.00

No. 6163W—Western Finish 'Electromatic Deluxe' Amplifier (To match Western Finish cases, Page 16).....\$265.00

No. 6423—Mackintosh Amplifier Cover (open end) for No. 6163.....\$9.00



## GRETSCH "ELECTROMATIC ARTIST" AMPLIFIER

Husky, good-looking 3-ply veneer cabinet covered in fabric-textured material that's scuff-proof and waterproof, good for years of service. And—though the picture doesn't show it—this amplifier has just been restyled to include attractive wrap-around grille—the latest and finest in fine radio and amplifier design—with heavy, protective, lint-proof covering. Leather carry handle; rubber feet; size 15" wide, 14" high, 7½" deep. Weight, 18 pounds.

Instrument panel provides 3 in-puts; wide-range bass-treble control; smooth curve volume control, with ivory-plastic pointer knobs; shock-proof fuse holder with 2-ampere fuse easily inserted or detached; separate toggle AC on-and-off switch.

Shock-proof chassis, rubber mounted; 5-tubes; true output 10-12 watts; Performance gain 85 decibels;

True-fidelity 10" dynamic speaker.

Complete with 9-foot approved type, rubber covered AC cable.

No. 6155—Gretsch "Electromatic Artist" Amplifier.....\$110.00

No. 6421—Mackintosh cover (open end) for No. 6155..... 6.50



## "ELECTROMATIC STANDARD" AMPLIFIER

A lot of amplifier in compact form—a pleasure to carry and a pleasure to play. Weighs only 11 pounds.

The cabinet is solid 3-ply veneer construction covered in smart new charcoal gray fabric-textured material matching Gretsch "Supreme" guitar cases shown on Page 16; it's scuff-proof, water-proof, mar-proof. Comfortable solid leather handle; rubber feet. Size of cabinet 12" wide, 13" high, 7½" deep. A special feature, not shown by the picture, is the newly styled wrap-around grille, which is covered in heavy, lint-proof protective material.

Instrument panel has three efficient in-puts, including extra amplification for microphone; smooth-curve volume and bass-treble controls with ivory plastic pointer buttons; safety type fuse holder with 2-ampere fuse; separate heavy-duty on-and-off toggle switch.

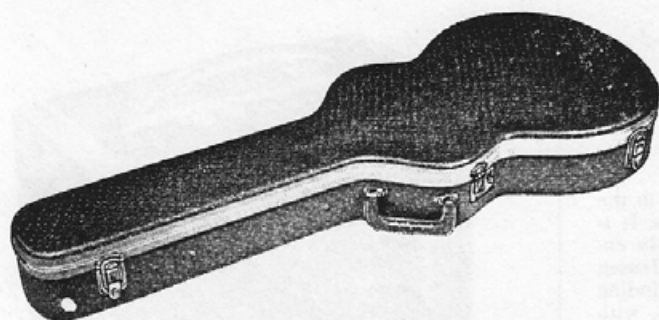
Chassis is rubber mounted and shock-proof with compact, efficient circuit employing 3-tubes (one dual-purpose giving this the effect of a 4-tube job) with a true output of 5-6 watts.

Complete with 7-foot rubber covered AC cable.

No. 6151—Gretsch "Electromatic Standard" Amplifier.....\$82.50

No. 6420—Mackintosh, open end cover for No. 6151..... 6.00





## GRETSCH SUPREME GUITAR CASES

For long-lasting good looks and service it's hard to match this case. Full 3-ply veneer body in brand new thin-edge, high arched top and bottom model that reduces bulk, assures carrying ease. Body and handle are covered in richly textured charcoal gray, silver flake material that's scuff-proof, water-proof and good for years of hard use. Luxuriously lined in rich, thick plush. Solid brass hardware (can't rust ever!) includes three double-action, safety trunk catches, snap lock, and large bumpers on both the bottom and the rear edge. Neck rest and large accessories compartment. Saddle stitched extension valance.

- 6241—Gretsch Supreme Case for 16" full body guitar \$50.00  
6242—Gretsch Supreme Case for 17" full body guitar 50.00  
6244—Gretsch Supreme Case, 13½" solid body guitar 47.50

## GRETSCH STREAMLINED GUITAR CASES

(Not illustrated.) A full 3-ply veneer body case in new, streamlined form-fitting model—and priced for real economy! It is covered in scuff-proof material, Spanish crush leather grained and is lined with Duveten. Handle is moulded plastic. Brass plated hardware including snap lock, three catches and bumper feet. A good-looking, extremely durable case!

- 6225—Streamlined lined case for 16" full body guitar \$33.00  
6226—Streamlined lined case for 17" full body guitar 33.00



## GRETSCH "ELECTROMATIC" FLAT WOUND STRINGS

Brilliant, easy-playing strings with excellent magnetic pickup. Smooth, velvet touch with no 'finger whistle'. Superb tone with perfect intonation. Players call them the 'low pressure' strings because they finger so easily. Compound flat wound and extremely durable in service. Packed each dozen strings or each set in transparent plastic container with plush pad.

- 610—Electromatic Guitar E or 1st (Plain).....Dozen \$ 3.00  
612—Electromatic Guitar B or 2nd (Plain).....Dozen 3.60  
614—Electromatic Guitar G or 3rd (Wound).....Dozen 7.20  
616—Electromatic Guitar D or 4th (Wound).....Dozen 9.00  
618—Electromatic Guitar A or 5th (Wound).....Dozen 10.50  
620—Electromatic Guitar E or 6th (Wound).....Dozen 12.60  
625—Electromatic Guitar Strings, as above in 8-string sets (2 each 1st and 2nd).....Set 3.75



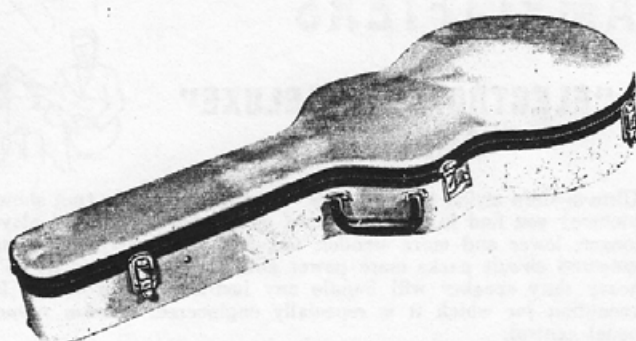
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## GRETSCH "CHET ATKINS" GUITAR CASES

In novel and attractive Western motif, featuring rawhide effect covering (scuff-proof and dirt proof) with tooled leather, saddle stitched valance. Body is sturdy 3-ply veneer. Hardware is solid brass and rust-proof. Large leather covered handle. Richly lined in plush. Neck rest and accessories pocket.

- 6220—Case for Chet Atkins full body guitar..... \$58.00  
6221—Case for Chet Atkins solid body guitar..... 54.00

## ECONOMY - TYPE GUITAR CASES

(Not illustrated.) Side-opening cases with sturdy chip-board body covered in waterproof, brown lizard grain vinyl coated material. Edges are bound in double-stitched scuff-proof plastic material in light contrasting color. Flock lined. Leather handle; nickel-plated catches.

- |   | Each    |
|---|---------|
| 6210—Tenor Guitar (35"x11½"x4½" inside).....      | \$ 7.50 |
| 6211—Standard Guitar (37"x13½"x4¾" inside).....   | 8.00    |
| 6212—Concert Size (40"x14½"x4¾" inside).....      | 9.00    |
| 6213—Grand Concert (41"x14¾"x4¾" inside).....     | 10.00   |
| 6214—Auditorium Size (41"x15¼"x4¾" inside).....   | 11.00   |
| 6215—Super-Auditorium (41½"x16½"x6¼" inside)..... | 12.00   |
| 6216—Super-Auditorium (41½"x17½"x6¼" inside)..... | 13.00   |



## GRETSCH-CHET ATKINS "COUNTRY STYLE" STRINGS

Light-gauge strings made to Chet Atkins' exacting specifications to achieve brilliant highs and solid lower tones in finger-style or plectrum playing. Especially effective with vibrato-type tail pieces. Wound strings polished monel wound for smooth playing and good electric pickup. Each dozen strings or complete set in transparent plastic box with plush pad.

- |  | Dozen   |
|--|---------|
| 660—Gretsch-Chet Atkins Guitar E or 1st (Plain).....   | \$ 3.00 |
| 662—Gretsch-Chet Atkins Guitar B or 2nd (Plain).....   | 3.60    |
| 664—Gretsch-Chet Atkins Guitar G or 3rd (Wound).....   | 7.20    |
| 666—Gretsch-Chet Atkins Guitar D or 4th (Wound).....   | 9.00    |
| 668—Gretsch-Chet Atkins Guitar A or 5th (Wound).....   | 10.50   |
| 670—Gretsch-Chet Atkins Guitar E or 6th (Wound).....   | 12.60   |
| 672—Gretsch-Chet Atkins 'Country Style' Strings in complete 8-string sets (2 each 1st and 2nd).....Set | 3.75    |

## GRETSCH SOLID BODY TWIN PICKUP ELECTRIC GUITARS

A revelation of electronic perfection, notable for solid tone projection, wonderfully sustained, with infinite variety of tonal coloring. Twin Gretsch-Dynasonic built-in pickups, played singly or together at a touch of the fingertip switch, range from rich solo voice to commanding brilliance as you choose. Adjustable permanent magnet for each string assures perfect tonal balance. The slim, fast-playing Gretsch 'Miracle Neck' joining at the 16th fret, and the deep cutaway of the body, combine to open up the full fingerboard for fast, easy playing in any position. Small compact body (13 1/4" wide) in beautiful modern finishes; individual machines with slip-proof metal buttons; adjustable variable-saddle bridge gives individual tuning for each string. Strings are flat-wound Gretsch "Electromatic" — soft-pressure, smooth as silk. Complete with solid leather shoulder strap. (For cases, see Page 16). Offered in four models, each one a triumph of modernistic beauty and musical performance.

**GRETSCH "DUO-JET"**, a beauty in black, mahogany and polished chrome. For speed, flexibility and tonal qualities this guitar and its three fellow models top the solid body field.

**PX6128**—Gretsch "Duo-Jet" Solid Body Electric Guitar ..... **\$255.00**

**GRETSCH "SILVER JET"** (not illustrated.) For unequalled spotlight sparkle. Mahogany body and neck; flashing silver sparkle top; chrome plated metal parts.

**PX6129**—Gretsch "Silver Jet" Solid Body Guitar **\$255.00**

**GRETSCH "ROUND-UP"** — Masculine beauty in real Western finish. Tooled leather shoulder strap and body binding; gold plated metal parts.

**PX6130**—Gretsch "Round-Up" Solid Body Guitar **\$325.00**

**GRETSCH "JET FIRE BIRD"** for the progressive guitarist. Two-tone with polished ebony finished body and neck contrasting with brilliant Oriental red top. Metal parts polished chrome plate.

**PX6131**—Gretsch "Jet Fire Bird" Solid Body Guitar ..... **\$255.00**

GRETSCH "JET FIRE BIRD"  
**\$255.00**

GRETSCH "DUO-JET"  
**\$255.00**

GRETSCH "ROUND-UP"  
**\$325.00**



**A**—Gretsch "Convertible" Electric No. PX6199 in two tone Copper Mist and Lotus Ivory (See Page 4)

**B**—Gretsch "Corsair" Arched Body Guitar No. X6016 in Bordeaux Burgundy (See Page 11)

**C**—Gretsch "Fleetwood" Custom-Built Guitar No. X6038 in shaded brown and amber (See Page 8)

**D**—Gretsch "Country Club" Electric Guitar No. PX6196 in Cadillac Green (See Page 3)

**E**—Gretsch "Rancher" Jumbo Flat Top Guitar No. A6022 in Western finish (See Page 13)

**F**—Gretsch "Corvette" Electric Guitar No. X6184 in Jaguar Tan Finish (See Page 4)

**G**—Gretsch "White Falcon" Electric Guitar No. PX6136 in white and gold (See Page 2)

**H**—Gretsch "Streamliner" Electric Guitar PX6189 two-tone Copper Mist and Bamboo Yellow (Page 5)

